



Exhibit C

San Luis Obispo County Tourism Business Improvement District (CBID)

YEAR END REPORT for 2015

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Following the review and approval by the Board of Supervisors, this report is available on
www.Highway1DiscoveryRoute.com/members

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Synopsis of 2015

This synopsis provides a brief background, our goals, as well as a results dashboard. An outline of 2015 2016 Marketing Plan has also been included in this report.

Background

In the fall of 2014, WineCoastCountry completed the consumer rebrand to the 101 Mile California Highway 1 Discovery Route (CAH1DR). The brand delivers a clear sense of place and compelling experiences California travelers seek. Evolving the CAH1DR as a shared road trip for the 10 destinations offers a rich platform to inspire longer stays and return visits within our 10 unincorporated communities.



Now, with this transitioned brand identity, the CA Highway 1 Discovery Route is creating a more direct connection with our 10 regions and their location along Highway 1. With over 800,000 online searches per month, Highway 1 was the key common denominator that would provide the "universal glue" that would connect our regions to a location that both California travelers, and international travelers, are familiar with ~ the Pacific Coast Highway 1 along our central CA coastline.

Our Goals and Looking Ahead

The CBID had 3 organizational marketing goals within our 2-year plan (Fiscal 2014|2015 and 2015|2016):

1. Evolve and clarify the regional consumer brand: Highway 1 Discovery Route
2. Increase overnight stays and length of stays for our constituency
3. Create efficiencies amongst tourism partners and shared-asset programs for local funds

In January 2015, the CBID Advisory Board directed the CAO and Core Marketing Firm to update the 2015|2016 fiscal year marketing activities. Summarized below are the four areas of focus along with a brief outcome:

- Enhance co-op efforts with local funds: Through interaction with the marketing firms of the local boards and Visit SLO County (VSLOC), the co-op programs evolved to include 805 Living, Diablo Magazine and Sunset CA Road Trips. Furthermore, the Core Marketing Firm assisted VSLOC with American Way co-op, placing a 10-page advertorial in the April 2016 issue with 2 pages focused on the Highway 1 Discovery Route.
- Enhance event promotions: Enhancements completed during the calendar year include On the Road with Jo travel show videos focusing on key events within many of our larger regions, an enhanced digital event calendar, and a successful getaway giveaway promotion partnership with Sunset Savor, creating almost 10,000 new database subscribers. Additionally, we focused on integrations at the local fund level by providing interactive, PR, social, content marketing and database tools to local funds and their agencies.



- Provide in-market tools to assist lodging constituents with length of stay: Our CAH1DR map, videos, photography and social content are being shared throughout the 10 destinations. A challenge we continue to face is that there is no unified front desk or property manager awareness program consistently connecting the CAH1DR brand with the guest. In an effort to provide more tools that directly support guest servicing, the CBID collaborated with County Parks, State Parks and NOAA/Monterey National Marine Sanctuary, and recently created Wildlife Viewing and Stewardship tips, as well as front line training that focuses on sharing activities that may result in an increased length of stay.
- Create efficiencies with strategic partners (Visit SLO County, Visit CA, Central Coast Tourism Council, and our Local Boards) - Collaboration with VSLOC and other partners continue to be a primary focus, with the connection to Hearst Castle and State Parks demonstrating significant improvement. One example is the CBID's work with The Whale Trail (see page 29) and the Monterey Bay National Marine Sanctuary, through our Stewardship Travel program, whereby we have funded 6 Whale Trail signs in our coastal communities (San Simeon, Cambria, Cayucos, Los Osos, Avila Beach, Oceano) to emphasize the importance of learning about, and caring for, our fragile marine life.

As we look ahead, we want to take from our experiences and learn some actionable insights that were gained in 2015 that will help guide our 2016|2017 efforts, which include:

- Marketing, dedicated to the 10 destination brand, is delivering approximately 25 million paid and 40 billion earned media impressions annually
- Road Trips and multi-gen promotions are acquiring more core market travelers interested in our regional experiences – with 50,000 email subscribers and 60,000 Facebook fans
- All 10 destinations are attracting extensive earned media coverage from CAH1DR public relations and social media outreach efforts
- Multi-generational focus with our *Together Again* campaign is showing encouraging response, offering a flexible, sustainable platform for a variety of multi-gen travel scenarios targeting tier 1 audience consisting of boomer females who are planning travel
- Collaboration with local funds is progressing from shared assets to awareness and acquisition campaigns
- Local destination key messaging and imagery is essential to enhance co-operative advertising and satisfactory referrals to each destination from H1DR.com
- CBID regional TOT has been trending positive year over year (see page 8)

Furthermore, we must consider relevant travel trends that will directly influence our strategic priorities:

- **Visitors to CA Slowing** – 2.1% increase in 2015 vs 3.5% in 2014. Forecast for 2016 is 2.3% growth in total visits. GDP and consumer spending expect moderate growth.
- **Boomer Motivation** – 99% of all boomers plan to travel for leisure in 2016. Their primary motivations to travel are:
 - Spend time with family
 - Relax/rejuvenate
 - Get away from daily life



- **Rise of the boutique destination** – Visitors are looking for emphasis on local unique experiences. Destinations need to focus on what truly differentiates.
- **Curated experiences** -- Destinations have the opportunity to curate experiences for travelers, allowing them to meet locals, connect to local and cultural activities, and experience local dining, based on their individual tastes and interests.
- **Destination celebrations** -- Boomers age and think about life celebrations (birthdays, anniversaries), more and more of those are taking place in-destination.
- **Traveler flexibility and control ~ they research everything** - With the continued growth of online and mobile resources, consumers looking for flexibility and control of their vacation decisions have the ability to research everything and often do it not only in pre-trip planning but once a trip is underway.
- **Increasing focus on millennial travel** – With the aging of the Boomer generation, more focus is on Gen X and Millennials. They prefer unique lodging experiences over cookie cutter offerings.
- **Greater degree of personalization** -- Increased data mining capabilities, marketing efforts will lead to customization for our core visitors.

As we consider travel trends, and other key learnings, the CBID will use this information as the basis of our 2016|2017 fiscal year marketing program with our eye on 4 specific areas:

- **The CA Hwy 1 Discovery Route through Coastal San Luis Obispo County is well-positioned to compete** for leisure travelers emerging from gateway markets of Southern CA, Northern California and Central Valley. Further research may influence outreach tactics for the route, rural road trips, packaging and promotions.
- **Measurement criteria and attribution must be unified for final program development.** Recognizing the challenges of attributing immediate seasonal lodging bookings to many programs.
- **The web mobile presence needs to evolve** so that Highway1DiscoveryRoute.com delivers compelling web/mobile/social experiences for all targeted audiences. While the mobile-responsiveness scores well with Google, the destination content and interface needs to be refreshed to consumer preferences and destination key messaging. With refreshed content, opportunities to improve SEO/SEM on relevant key phrases of high volume travel search terms will result.
- **CAH1DR subscriber database of 50,000 targeted CA travelers offers valuable entry point** for ongoing data profiling and conversion to overnight stays.



In Conclusion

Travel growth in San Luis Obispo County is currently outpacing that of California overall, showing a 4% increase year over year. The CBID performed well, with a 4.9% Y|Y TOT growth within our 10 regions (see page 8 comparing 2013|2014 TOT to the 2014|2015). The CBID clearly understands that our efforts do not solely impact TOT, and we do recognize that the significant gains we have enjoyed since the TBID's inception in 2009 are attributed to many factors.

As we look to our future, the CBID recently concluded a process to reassess our 5-year vision (see page 31). This will help guide the CBID organization into 2020 utilizing 4 key pillars that will drive our focus and our resources:

- **Collaborative Partnerships:** Enhance collaboration with state, regional, county-wide and local tourism partners
- **Awareness and Engagement:** Generate incremental awareness and engagement in the CAH1DR and 10 destinations
- **Economic Well-being:** Enhance economic well-being through increased in overnight stays and length of stays
- **Local Fund Evolution:** Guide and support the evolution of local funds

We are optimistic as to the "state of travel", as well as the CBID's ability to drive results by creating interest and preference to visit the Highway 1 Discovery Route and our 10 regions.

The State of California Travel survey, completed for VisitCA by Destination Analytics, shows that 36% of US travelers are likely to visit California in the next 3 years. Furthermore, over 85% of Californians travel within the state, providing a real opportunity with our 5-hour drive markets.

The economic forecast remains optimistic, and we are positioned well to continue to be a regional marketing voice for our lodging constituents.

With that, the CBID will continue to strive to deliver more travelers, and in turn drive increased Transient Occupancy Tax contributions, with the hope that those outside of our county understand how truly special this place is that we all call home.



Stat Summary Brief | Dashboard

Website and Social Media Efforts

During the period from January 2015-December 2015, the CBID objectives were to transition the WineCoastCountry brand to a cohesive Highway1DiscoveryRoute.com web/social/mobile experience. The process required moving the website to a secure managed-hosting environment, installing a cost-effective content editing system, and installing the latest analytical tools to help gain deeper insights into site visitors. The interactive strategy prioritized growth in branded video content and social media postings showcasing the diverse regional experiences and attracting audiences to ongoing e-newsletter and social media fans.

CBID interactive efforts include:

- e-Newsletter: 31,619 subscribers (December) grew 59% from previous 12 months
- Website Content: 2,500 pages with 643 PLAY, 492 EAT and 690 EVENT profiles. 7 custom rural road trip maps offering local points of interest, activities and thematic itineraries.
- Video Content: 50 videos, including hosted travel show On the Road with Jo, generating more than 200,000 views.
- Facebook: 57,000 fans – a 58% increase from previous 12 months generating 700,000 impressions per month, on average. Total Impressions - 9,000,000; Total Reach: 7,400,000
- Unique web visits: 129,082 – a 7.65% increase from the previous 12 months.
- Traffic Sources: Organic Search – 24%; Referring Sites – 32%; Direct - 16%; Social Media – 16%; Paid – 12%

Public Relations

The California Highway 1 Discovery Route Public relations program focused on media pitches that increase target-market awareness leading to vacation planning and increased length of stay along the iconic 101 mile route. Core Marketing Firm media pitches generated extensive media coverage of the individual destinations, road trips, stewardship travel, golf, Coastal Discovery and Stewardship adventures, history and culture, wine, culinary and outdoor adventures.

- Feature Editorial Placements: 153
- Press Releases: 11
- Media Visits Hosted: 20
- Earned Media Impressions*: 40 Billion
- Total Ad Equivalency: \$ 6.14 Million
- Total Publicity Value: \$ 18 Million



California Highway 1 Discovery Route, our 10 destinations and our key messages were found in well-known media outlets like

LA Times

Forbes Travel Guide

SF Gate

USA Today Travel

The Huffington Post

Examiner.com

Mercury News

Orange County Register and PeterGreenberg.com to name a few.

Please go to www.Highway1DiscoveryRoute.com/media to view articles/coverage.

*Earned media refers to publicity gained through promotional efforts other than advertising, as opposed to paid media (publicity gained through advertising). Earned media often refers specifically to publicity gained through editorial influence. A Nielsen study in 2013 found that earned media (also described in the report as word-of-mouth) is the most trusted source of information in all countries it surveyed worldwide. It also found that earned media is the channel most likely to stimulate the consumer to action.



TOT Tracking & BID Assessment Growth

TOT/Bed Tax is currently our best indicator of the success of our efforts. The CBID clearly understands that our efforts do not solely impact TOT, and we do recognize that the significant gains we have enjoyed since the TBID's inception in 2009 are attributed to many factors.

TOT Totals by Fiscal Year (Source: County Tax Collector)

2009/2010	\$5,452,645
2010/2011	\$5,733,837
2011/2012	\$6,217,674
2012/2013	\$6,591,295
2013/2014	\$7,733,141
2014/2015	\$8,117,718 – 4.9% Y Y growth compared to SLO County at 4%

Growth in TOT from CBID Inception to Current (FY 2009/2010 versus 2014/2015)

Increase of \$2,665,073 or 48.8%

BID Assessment Collections by Fiscal Year (source: County Reconciliation Reports)

2009/2010	\$1,208,756
2010/2011	\$1,270,149
2011/2012	\$1,377,971
2012/2013	\$1,460,965
2013/2014	\$1,648,058
2014/2015	\$1,798,886
Total Collections:	\$8,764,785

Growth in BID Assessment from CBID Inception to Current (FY 2009/10 versus 2014/15)

Increase of \$590,130 or 48.8%



CBID Marketing Plan

San Luis Obispo County
Business Improvement District
Brand Marketing Plan
&
Core Marketing
Team Scope

July 2015 - June 2016



Mental Marketing & TJA Advertising
5.27.15



Marketing Plan Summary

Approved Organization Marketing Goals

- Evolve and clarify the regional consumer brand: California Highway 1 Discovery Route
- Increase overnight stays and length of stays for the assessed constituency
- Create efficiencies amongst tourism partners and shared-asset programs for local funds

The program requires routinely evaluating progress toward these goals in order to refine tactics.

Current Situation: In the fall of 2014 WineCoastCountry completed the consumer rebrand to the 101 mile California Highway 1 Discovery Route ('CAH1DR'). The destination brand delivers a clear sense of place and compelling experiences California travelers seek. Evolving the CAH1DR as a shared road trip for the 10 destinations offers a sustainable platform for each to market longer stays. Conversion to mobile-responsive website proved timely and essential for search engine optimization.

CAH1DR/10 destinations, 1 fantastic vacation, is well-positioned to compete for core drive market guests as well as California Travelers (identified as repeat visitors who expect to travel here within the next 2 years) who are 'extraordinarily optimistic' about visiting California and spending more.

Actionable insights from current CAH1DR marketing programs, include:

- Destination and marketing key performance indicators are positive. Assessment is increasing
- CMF is delivering 25 million paid and 1 billion earned media impressions annually
- Web traffic from CAH1DR to each destination has dramatically increased in past 12 months
- Seasonal promotions with getaways improve each campaign and are necessary to continue
- Marketing is attracting visitors by lifestyle, travel search and geo, rather than demo
- All 10 destinations are attracting earned media editorial coverage from extensive CAH1DR public relations and social media outreach efforts
- Conversion stats are very limited to ADARA hotel network providers & operator feedback
- Conversion for constituent vacation rentals will require targeted advertising and content
- Multi-generational travel is growing and the plan includes targeting for conversion
- Millennial travel has increased 20%. They are responsive to CAH1DR promotions and select coastal road trips, wine and culinary and outdoor adventure
- Collaboration with local funds is progressing to coordinated advertising, social and PR
- Local fund and constituent feedback is providing valuable insights to evolve shared assets
- Planned efforts to improve visibility of constituent lodging on Highway1DiscoveryRoute.com to industry best practices is an essential phase of the interactive brand toolkit

CAH1DR database of travelers offers travel interests (ranking)

- | | |
|--------------------------|---------------------------------|
| 1. Coastal Road Trips | 8. Stewardship Travel |
| 2. Wine, Beer & Culinary | 1. Spa, hot tub and relaxation |
| 3. Free things to do | 2. Farmers markets and ag tours |
| 4. Beach and beach walks | 3. Water sports |
| 5. Outdoor adventures | 4. Dog friendly travel |
| 6. Hiking and biking | 5. Golf |
| 7. Art, history, culture | 6. Motorsports |



Marketing Program Enhancements

January 2015, Highway 1 Discovery Route directed the CAO and Core Marketing Firm to update the 2015-2016 fiscal year marketing activities to:

- Enhance co-op efforts with local funds
- Enhance event promotions
- Provide in-market tools to assist member's with length of stay
- Create efficiencies with strategic partners (VSLOC, Visit CA, CCTC, Local Boards)

Enhance Co-op Programs

1. Visit California Road Trips and digital marketing co-op
2. Budget Travel "Explore America" on CAH1DR Route –digital & email
3. Mercury News - Travel Feature editorial + digital
4. Westways Magazine – Print + digital
5. High Profile FAM Trips - Peter Greenberg, Travel Guys Show
6. Local-event expansion program (Cycle Central Coast) promotions, PR, & content

Enhance Event Promotions

1. Seasonal CAH1DR event roundup press release
2. Travel show video coverage and distribution for approved, prioritized events
3. Social media outreach and giveaways for key events
4. CAH1DR map event listings
5. Enhanced digital event calendar (Highway1DiscoveryRoute.com)
6. SAVOR Central Coast exhibit and getaway giveaway

Extending Stays with In-Market Tools

1. Real Itineraries - originating in each destination & extended through social media
2. Interactive loop maps for all property & destination mobile delivery
3. Travel show programming for constituent web /social
4. CAH1DR map supplied to all constituent properties - July
5. STP Wildlife viewing guide for all properties (Print, Web & Mobile)
6. CAH1DR history and culture guides for constituency, media and chambers

Create Efficiencies with Tourism Partners

1. Collaboration Committee ongoing development
2. VSLOC /CBID/10 Destination data mining of traveler profiles
3. Canadian road trip pitches and press releases
4. Adopt Hearst Castle museum key messaging and journalist program
5. Stewardship Travel shared-assets and outreach programs:
 - CA EPA Awards
 - Wildlife Viewing & History and Culture Guides
 - Coastal Discovery & Stewardship / Earth Day Every Day
 - Media Pitching and Hosting



Digital Ad Campaign Enhancements

1. 2 seasonal campaigns – core market audiences on all devices: \$5,000 Getaways each
2. Trip Advisor, Home Away conquest ads targeting vacation rental seekers
3. Continue Increasing video viewership – In-stream & in-display cost per view
4. BANG, ADARA, FACEBOOK, Google, YouTube, Budget Travel, Weekend Sherpa
5. Native advertising for video (Outbrain & themccordlist.com) June – August 2015

PR Plan Enhancements

1. 10 strategic travel/lifestyle media press releases and pitches (Aug-May)
2. Host 10 key journalists on assignment
3. Add Canadian press distribution to 4 releases
4. Vertical guest blog assignments and pitches targeting millennials
5. Coordinate 2 CAH1DR Co-Op broadcast media Fam trips per incremental budget

Social Media Enhancements

1. 70% entertainment & engagement, 30% promotional (photos and video!!)
2. Enhance video blog program to drive web traffic of lifestyle/activities
3. Enhance sharing of social content with local funds
4. Enhance coverage of lodging specials and packages
5. Intensify social coverage of events with ticket contests
6. More user-generated photos and video postings and sharing
7. Follow up on content submissions to Visit California, VSLOC, CCTC

Hosted Travel Show Enhancement

1. Produce & distribute hosted event videos for sustainable signature events
2. Phase 2 episode features consistent with PR themes
3. Phase 2 distribution expansion
 - In market cable, local fund and in-room options
 - Syndicated streaming systems
 - PBS/Cable/Network negotiations
 - Link dedicated *OnTheRoadwithJo.net* video blog channel

CAH1DR Map Enhancement

1. Update content, distribution & budget
2. Wildlife viewing guide content added
3. Historical and cultural guide content added
4. Expand Certified Folder outlets, reducing unit costs
5. Expand co-op distribution with wine clubs, media, visitor guides & events

Marketing Strategy & Tactics - July 1, 2015 – June 30, 2016

This section updates the approved 24 month marketing plan to accomplish the approved Highway 1 Discovery Route marketing goals – with strategies, tactics, performance indicators, approved resources and annual scope of work directing the Core Marketing Team. In addition, recommended strategies that will require additional funding are outlined for further Advisory Board review and guidance.



Goal: Evolve the destination brand for its unique benefits by utilizing the California Highway 1 Discovery Route as the primary attraction that clarifies the sense of place and what it offers the visitor.

During this phase, all marketing channels will complete the transition from WineCoastCountry to California Highway 1 Discovery Route, directing all traffic to **Highway1DiscoveryRoute.com**. The travel media and County tourism partners are recognizing the 10 destination region as the California Highway 1 Discovery Route and identifying the enriching experiences and accommodations throughout the region. Positioned as a multi-regional attraction throughout Coastal San Luis Obispo County, the CAH1DR is clearly identified and easily integrated into all San Luis Obispo County tourism marketing channels. The route offers visitors *10 destinations, 1 fantastic vacation* accessible through the mobile-responsive Highway1DiscoveryRoute.com.

Strategy: Elevate the California Highway 1 Discovery Route image by continuing to promote the accessibility to all 10 destinations and how each relates to *1 fantastic vacation*. Through all earned media, web, mobile and social channels, branded content will showcase the various experiences in each destination that help visitors plan longer, multi-destination stays.

Travelers seeking vacations and accommodations often search/explore/book by specific destination, proximity to an event or desired experiences. By design, the CAH1DR will be recognized by visitors, local destinations and the media as a top road trip ideally suited for one's lifestyle and travel interest. Through CAH1DR's brand marketing efforts, the region and each destination will be recognized for unique experiences, friendly and caring local communities and ongoing commitment to stewardship travel.

Bottom-Up Tactics = Originated by local destinations

As each local destination connects with the California Highway 1 Discovery Route through marketing promotions, local routes, local content, events and shared campaigns, the CMF team will continue working with the local fund agencies to support their outreach efforts and enhance the connection to the route:

1. Complete local routes/loops and integrate the interactive maps of the CAH1DR and local loops within each destination website, mobiles apps, email, social and event materials.
2. Leverage local destination campaigns, events and news throughout all CAH1DR channels. Destinations will continue to develop more enriching activities, travel packages, events, getaway promotions and social content. The CAH1DR team will extend the reach and frequency of these promotions through web/mobile/social/media and email database.
3. Support local fund tour and travel programs, and press coverage with the Highway 1 Discovery Route content, itineraries, images, media pitches and video.
4. For added promotional impact, local event organizers encouraged to use the CAH1DR produced video, photography, API feeds, maps, itineraries, and multi-regional programs.

Top-Down Tactics = CBID Originated:

The domestic and international travel media covering individual destinations (including Morro Bay) are increasingly mentioning the California Highway 1 Discovery Route. Top tier media feature coverage, as well as the more widespread use of CAH1DR identity and branded content will establish the CAH1DR as one of the world's most essential road trips.



1. Evolve the California Highway 1 Discovery Route messaging to include new content programs and services the CAH1DR offers visitors to enhance their experience. Below is an updated boilerplate for press releases and media kits:

About the California Highway 1 Discovery Route

Breathtaking natural beauty, preeminent wine regions, amazing outdoor adventure and delicious restaurants boasting culinary excellence dot the [California Highway 1 Discovery Route](#) along Coastal San Luis Obispo County. With 10 amazing destinations spread throughout offering over 500 extraordinary accommodations, including hotels, motels, B&Bs and vacation rentals with unique specials and packages, the California Highway 1 Discovery Route offers one fantastic vacation anytime of the year. This 101 mile span of prime Pacific coastline is conveniently located midway between San Francisco and Los Angeles, and offers a vast wine region, diverse artisan towns, charismatic seaside villages, scenic country roads rich in character and history and two world-class wine regions. [Stewardship Travel](#) vacationers can enjoy a more meaningful vacation by participating in the country's first Stewardship Travel program full of fun, authentic, and inspiring activities with area historians, scientists, and specialists. There are over 70 unique activities and/or contribution opportunities in more than ten locations.

New Hosted Travel Show

The **California Highway 1 Discovery Route** recently announced the launch of a hosted travel show called [On the Road with Jo](#) showcasing the locals in-the-know, the amazing places to see and the best things to do along the 101 mile Discovery Route. From full 22 minute episodes, to 2 minute vignettes, *On the Road with Jo* brings the CA Highway 1 Discovery Route to life. Find enriching multi-day tours and discover a plethora of fun and relaxing itinerary ideas in these 10 California Highway 1 Discovery Route destinations: [San Simeon & Ragged Point, Cambria, Cayucos, Los Osos/Baywood Park, Avila Beach & Valley, Edna Valley, Arroyo Grande Valley, Oceano and Nipomo.](#)

2. Extend quarterly press release distribution to Canadian media outlets.
3. Engage tourism partners (Brand USA, Visit CA, CCTC, Visit SLOC) through distribution of CAH1DR press releases and branded content.
4. Extend the distribution of the popular CAH1DR map.
5. Create and manage an enriching TripAdvisor destination page for the CAH1DR with enhanced features, promotions and review API feeds at property discretion.
6. Deliver branded video content through native advertising and press releases.
7. Pursue awards and media accolades recognizing the CAH1DR for Stewardship Travel, sustainability and other top travel honors.

Measurement:

As it relates to brand progress, the following measurement tools are appropriate:

- Awareness survey in next VSLOC study
- Media coverage
- Tourism partners use of the brand, tools and key messages
- Awards
- Web and social engagement, referral traffic & TripAdvisor stats
- Guest surveys



Goal: Increase overnight stays, repeat stays and extend length of stay to 10 destinations during shoulder season.

The primary goal of the Highway 1 Discovery Route marketing effort has always been to develop programs that demonstrate measurable benefit to all assessed lodging members. Generating overnight stays drives our strategy and tactical priorities. Continuing the strategy of driving awareness to each destination, activity and lifestyle is consistent with the decision making process of travelers. Fall, winter, and spring campaigns benefit the constituency by delivering off-season awareness, engagement, response and visitation. As such, this plan places high priority on programs that will not only inspire overnight stays from leisure travelers, but also the length of stay.

Strategy: Articulating the brand promise of the CAH1DR helps define the unique region and creates reasons to explore several, if not all 10 destinations in one or more visits. The brand marketing approach will help more travelers plan ahead for longer, more enriching stays as they become repeat visitors. To accomplish this strategy, there are a number of tactics and activities below.

1. Continue promoting events and multi-day thematic adventures to targeted lifestyle groups along the Discovery Route will inspire longer stays.

Our marketing efforts will continue to guide targeted travelers through the Discovery Route and point them toward destinations, itineraries and events. Along with things to do, we will be featuring events in each of the destinations to offer more compelling reasons to come and stay. These itineraries will apply directly to lifestyle and travel interest cohorts to provide ideas and reasons to travel more of the Discovery Route.

Multi-Generational travel is growing fast as families decide to take everyone on the road. Grandparents, parents and children are traveling more together as the baby boom generation ages. Grandparents get assistance from their children in traveling to a destination, and in return help care for their grandchildren so parents have an opportunity to get away.

2. The growth of interest in vacation rentals and B&B's helps to illustrate the demand for the entire family to find lodging under one roof. This is also true for other lodging properties with the offering of suites and adjoining rooms. Content marketing will provide enriching video content and digital advertising to conquest families planning family reunions, weddings, celebrations and anniversaries. Targeting vacation rental seekers through inspiration sites TripAdvisor and HomeAway will be deployed and carefully monitored.
3. Target couples who travel during shoulder season. This primarily consists of the aging Boomers who are now entering into senior status. This group makes up those in the 55 plus age groups. Their children are grown and now these empty-nesters can get out and explore the Discovery Route for themselves. We will enhance itinerary content directing these couples for realistic exploration along the Route.
4. Target millennials with mobile advertising, guest blog and video supporting their travel interests. Incremental vertical media pitches will be devoted to culinary & wine tasting, weddings and coastal adventures.
5. Increase email and social media audience to promote repeat visitation.
6. Increase monthly digital retargeting advertising supporting repeat visitation.
7. Provide lodging constituency for interactive tools and content that inspire longer stays.



Bottom-Up Tactics = Originated with Local Funds

The CBID will take an assertive role in supporting the destinations with a marketing tool kit that they can use to save marketing dollars, avoid duplication, and build brand marketing consistency.

- Support each region to build their own local multi-day itineraries with sample templates and links
- Supply video/photo/editorial content supporting each thematic itinerary
- Promote the local itineraries, tours, specials & packaging throughout all CAH1DR channels
- Provide event marketing support for key local events and programs including hosted videos, email newsletters and social media.

Top-Down Tactics = CBID originated:

Highway 1 Discovery Route has provided thematic lists of activities, branded content and press pitches to market them. During this phase we will offer local funded destinations additional opportunities to deliver their itinerary experiences and how each connects to the Discovery Route. More importantly, we will use this content for targeting travelers looking for multi-day experiences and direct digital ads for CAH1DR lodging inspiration.

- Create and manage CAH1DR TripAdvisor page and devote digital advertising to consumers seeking vacation rental inspiration
- CAH1DR social media and blog postings of multi-day experiences
- Extended distribution of the CAH1DR map
- 2 seasonal getaway campaigns (fall, spring)
- Hosted travel show episodes of approved multi-day events
- Enhanced lodging profiles on all Highway1DiscoveryRoute.com & local websites
- Lodging packages reposted on social media, email and promotional campaigns
- Integrated branded content (PR, Social, Guest Blogging, Native Ads)
- Co-op ads with local funds Visit California and Visit SLO County

Measurement tools:

- Web analytics showing visits, destination visitor guide views and lodging referrals
- Promotional packages reported by members
- Conversion stats by digital media partners (ADARA)
- Event participation stats (already mandated by SLOC)
- TOT trends

Goal: Create marketing efficiencies throughout the 10 destinations with additional marketing assets and channels.

This goal aims to cement Highway 1 Discovery Route as an effective, sustainable regional marketing organization that evolves to the dynamics of the tourism industry, the abilities and interests of tourism stakeholder groups, constituent needs and consumer preferences. Insights obtained from a survey of local fund stakeholders revealed the most important areas for the constituency include:

1. Content, video, photos, branded content to support local tourism and property marketing
2. Highway 1 Discovery Route integration with local routes and adventures
3. Seasonal themed promotion for niche audiences
4. Stewardship Travel and co-op event and campaign
5. Co-op Journalist FAM trips



Strategy: Create and provide additional high quality marketing tools for multi-destination usage, brand messaging consistency and ongoing collaboration with our 10 destinations and local funds. This strategy will continue to nurture shared services and best-practices. Early adoption and use of CAH1DR branded assets from regional tourism partners, including the CCTC, is demonstrating the quality and usefulness of these programs.

Bottom-Up Tactics = Originated with Local Funds and Tourism Partners

Collaboration with local fund marketing teams and County tourism collaboration committee is expected to evolve Core Marketing Team strategies and tactics. Examples of programs that originate from local efforts that the Core Marketing Firm helps to support through PR, social media and content assets include:

- Paso BlendFest on the Coast
- SAVOR Central Coast
- Chardonnay Symposium
- Event social media promotions
- Event hosted travel show content

Top-Down Tactics = CBID Originated:

- Provide supreme quality hosted travel video, art and editorial content assets has been initiated. The refreshed website, mapping tools, specials and packages and multi-regional photography has been implemented.
- Create and distribute a social assets toolkit
- Provide and manage fully-integrated web/mobile/social branded content driving interest in all destinations
- Provide annual Co-op campaign marketing opportunities focusing on integrated print, digital and public relations initiatives
- Enhanced property profiles on all sites powered by WCC.com
- Provide ongoing journalist hosting and fam trips
- Produce and provide Stewardship Travel Wildlife Viewing and History Cultural Guides for all destinations
- Produce and provide Coastal Discovery & Stewardship campaign
- Produce and provide Earth Day Every day promotion
- Produce and provide Coastal clean-up t-shirts
- Update, produce and distribute popular CAH1DR map

Measurement:

- Local fund participation in CBID originated programs
- Constituent satisfaction (survey)
- Co-op campaign results

Addendum A

Local Fund Collaboration Feedback

Please rate each based on importance for you (1 is most important; 2 somewhat interested/not a focus and 3 is not at all interested):



Ranked

1/2/3 Ranked in Order of Preference

- 14/4/1 Highway 1 Coastal Discovery Route map ~ a free map you can give your guests
 - 13/6/0 Local Discovery Loop Maps ~ numbered loop map of local activities, including STP
 - 12/6/1 Lodging STAY profile enhancements ~ ability to add more photos to my STAY profile, including more links and video
 - 12/5/3 Members site ~ accessing information, like hikes and free things to do to share with guests
 - 10/6/3 Content for my website ~ have photos, video and content to add to my lodging site
 - 10/6/2 Event video ~ film local events to help promote future awareness & attendance
 - 9/9/1 Photo Library ~ local photos with people available through FLICKR
 - 9/9/0 Social Media ~ content about my community with my Facebook and Twitter fans
 - 7/10/2 On the Road with Jo Travel Show ~ local videos to place on your website
 - 6/10/3 Stewardship Travel ~ activities so guests can "feel good and do good" while on vacation
 - 5/5/4 Coastal Discovery and Stewardship Month – Jan/February promotion with 30+ activities
 - 4/11/4 Guest blogging ~ providing local content to share with guest bloggers
- Other programs not mentioned above: Direct links to my website (JackRabbit)
- Other programs not mentioned above: More programs for Vacation Rentals

What other tools or assets do you want, and would use?

- Photos and video (mentioned by several folks)
- Ability to cross promote
- Occupancy measurement specific to regions
- How can we visually see what exactly we need to fill
- Better enforcement of vacation rentals
- Events that drive rooms and report successes
- Event listing by theme (something for everyone approach)
- Postcards and rack cards to mail out to potential guests and with local biz gift certificates; also available in a digital format so it can be emailed
- Information on the types of lodging and what they have to offer
- More education on why all types service the visitor
- Greater outreach to Europe and Asia travelers
- Greater Bay area focus

As these tools are provided, do you have the resources to place it on your website? If not, what are your challenges?

- Yes, I am placing on my website; Yes absolutely. Yes.
- We work with VRBO but not a lot of flexibility on content
- Booking engines that work for vacation rentals
- I like the Jack Rabbit availability filter.
- Keep Jack Rabbit in Cambria



Other ideas and comments:

- Video focusing on Morro Bay – bay and dunes as an asset to neighboring CBID regions
- Glad we are working together
- Definitely heading in the right direction with all of our shared assets and SM collaboration
- Lodging staff training on website
- Need to know the percentage of categories by lodging – VR, B&B, Hotel – to be more effective in providing tools that work best for these categories
- Please continue to provide coordination for our local area so we can gain funding for our local projects

Social Media

The goal of the California Highway 1 Discovery Route social media outlets is to increase the fan base while establishing the California Highway 1 Discovery Route as a premier American road trip and conduit to each local destination and local road trips. Integrating social branded content with all programs will stimulate awareness, visitation and longer stays in all 10 destinations.

**Increase engagement of destination branded content and establish conversion metrics.
Increase followers/fan bases for the various California Highway 1 Discovery Route social media accounts by using frequent, branded content to:**

- Enhance relationships with the fan base and industry influencers
- Build enthusiasm for the unique attributes of each destination
- Reinforce PR and marketing campaigns
- Promote events, blogs and website content
- Support lodging promotions & specials
- Establish California Highway 1 Discovery Route as a desired travel destination by creating content to increase visitors, attendance at events, and overnight stays
- Create shoulder season contests to encourage fan interaction
- Analyze Facebook and YouTube Insights to improve engagement and content approach
- Continue to follow the 70/30 rule.
- 70% of California Highway 1 Discovery Route's content is engaging & shareable; 30% is promotional – Lodging promotions, booking overnight stays, contest, etc.

Objectives

These objectives are for the 2015-2016 fiscal year.

1. *Facebook*: Increase Page Likes by 25% from 37,167 to 46,459
2. *Instagram*: Increase followers by 20% from 548 to 685
3. *Twitter*: Increase followers by 15% from 1,871 to 2,152
4. *Pinterest*: Increase followers by 20% from 347 to 417

Social Media Tactics

1. Schedule content using Sprout Social to optimize timing and ensure quality posts are curated
2. Create Thematic Shoulder Season Contests
 - a. Fan photo contests to encourage our fan base to share their California Highway 1 Discovery Route road trips for promotional use. (Continue to promote "Featured Fan Fotos" on Fridays) and a new "Road Trip Tuesdays"



- b. Share any contests hosted on Highway1DiscoveryRoute.com ie the Road Trip contests on social media channels
3. Frequently share and promote the Travel Show
 - a. Upload and post initial content/videos on Facebook, YouTube, Twitter and Pinterest.
 - i. Continue to develop the On the Road with Jo Pinterest Board:
 - ii. Continue to develop the On the Road with Jo YouTube Playlist:
 - b. Repost YouTube links to social sites such as Facebook, Twitter, and Pinterest.
 - c. Share organically and by "boosted posts" on Facebook
4. Heavy imagery content in all social media posts.
 - a. Photos have a higher weight in the Facebook algorithm and result in more impressions and shares.
 - b. Imagery is also an integral part of Twitter, Instagram and Pinterest.
5. Cross-promote content from the website/blogs to social media channels.
6. Highlight lodging experiences, packages and specials on the Facebook page
7. Use strategic hashtags to increase impressions of content connecting road trips
 - a. #Highway1DiscoveryRoute
 - b. #Highway1RoadTrip
 - c. #CAH1DRRoadTrip
 - d. #CAH1DRAvilaRoadTrip
 - e. #Highway1Stewardship
8. Submit content to Visit California and follow up. We have submitted a plethora of content including the itineraries, events, and travel show content and will continue to do so to promote monthly events & promotions.
9. Re-post all public relations and guest blog coverage throughout all CAH1DR social channels.

E-newsletters

- Monthly subscriber e-news from refined template
- Four special event e-news transmission
- Monthly SLOVCB news

Advertising and Marketing

Co-Op Advertising

- Visit California Road Trips – \$13,000
- Westways - Discover - \$10,000
- Mercury News Advertorial - \$22,000

Map Reprints & Certified Folder

- Extended distribution to conquest Napa/Sonoma/Marin/SJ Airport Visitors: \$45,000

Ad Placement Expenses

Pay Per Click & Retargeting

- Facebook
- YouTube
- Google



Fall Campaign Placement

- BANG Digital
- ADARA
- TripAdvisor
- HomeAway Digital

Coastal Discovery & STP

- PPC
- Weekend Sherpa

Spring Campaign Placement

- PPC Refined
- BANG Digital Refined
- TripAdvisor Refined
- Budget Travel

Public Relations

Media Targets for PR:

- Top Tier National Travel Lifestyle Media
- Top Tier Regional Travel Media
- Top Regional and National Travel Bloggers
- Top Canadian Travel Media – Quarterly

Campaign Program Strategies:

1) Ten Press Releases with Follow Up Pitch Campaigns

Create and transmit to targeted travel and lifestyle media through PR Newswire e-release, augmented by Core Marketing Team's proprietary database of 2,000 top travel journalists. With each press release, the team follows up, pitches stories and arranging press trips. Four of the releases will include a custom Canadian press list and embedded video.

- *Unique Outdoor Adventures* – Biplane and hummer rides and other unique activities along the H1DR
- *Vacationing with your adult kids and grand kids*
- *Historic Sites & Vineyards*
- *Coastal Cowboys and Cowgirls*
- *The Artists and Galleries of the CH1DR*
- *The Magical Hikes* – Including Fiscalini Ranch in Cambria
- *Cycling the CH1DR, L'Eroica Vintage Bicycle Ride, Cycle Central Coast, etc.*
- *Pick, Crush, Blend, Taste and Travel the Pacific Coast Wine Trail*
- *Celebrate Coastal Discovery & Stewardship Travel*
- *Picnics for foodies along the CH1DR*

2) Two Thematic Vertical Pitches

Specific targeted media lists will be developed from the top 50 domestic and Canadian contacts. Pitching these stories is in an effort to receive maximum coverage on these specific topics. May result in 1-2 hosted visits per pitch:



The California Highway 1 Discovery Route – One of the Top Road Trips in the World

The 101 mile, CAH1DR is the undiscovered road trip you must take. Connecting with 10 local loops makes CAH1DR an endless pursuit.

Ultimate Family Reunions & Weddings – Pitch CH1DR as the Cape Cod of the west coast with better weather – quirky vacation rentals up and down the beach front towns and approachable small towns peppered along the coast with great culinary and beach experiences, with adventure and wine country. Includes Reunions and Weddings messaging. Launched after completion of On the Road with Jo multi-generational segment.

- 3) **Visiting Journalist Program:** This program will streamline creative story ideas to focus more on traditional media, older demographic and include strong international outreach.
 - Include additional international press distribution outlets
 - Host 8-10 core market journalists
 - Host 2-4 Canadian journalists (additional hosting expense required)
 - Connect journalists to pertinent events taking place during their stay
 - Alert local destination agencies when journalist visits are confirmed
- 4) **Millennial blogger assignments:** Target, host and assign top media reaching millennials and specific vertical market messaging using current strategic vetting approach and gear story assignments to key interests of audiences. Millennials are first gen born and raised by computer; 80% do everything online; postponing marriage, families and buying a home, traveling more, larger than baby boomers and the largest workforce segment in the US.
 - Topics: Top Coastal Road Trip, Outdoor Adventure
 - Assignments: 2 top journalists. Requires writing fee, travel expenses and 10 hours of agency coordination
 - Alert other agencies when journalist visits are confirmed
 - Connect journalists to pertinent events taking place during their stay
 - Report on extensive social media impact of these assignments
 - Re-post and share all coverage

Additional Programs Recommended within Contingency Budget:

- 1) **Media-Exclusive Themed Getaway Giveaway Contests:** Media outlets often are looking for exclusive giveaways to offer their audience. Example: a KTLA contest giveaway that generated extensive media coverage for a special getaway. The outlet received over 60,000 texts to enter. This approach allows our press coverage to increase web traffic and email subscriptions.

Target packages can include a product or target audience focus. Ideas include: vacation rental focused contest/giveaway, boomer focused giveaway, adventure focused giveaway, etc.

Hard Cost Expenses: \$2500 per giveaway package

- 2) **Co-op Broadcast Publicity Program:** As part of providing shared asset opportunities with all 10 destinations, develop more media partnerships for co-op content generated PR programs. Targeted broadcast teams include Travel Guys from Canada & Peter Greenburg Broadcast TV.



Creative Services & Toolkit

Fall Campaign Digital Ads

- 1 In banner video digital ad
- 6 static banner ads
- 3 website banners for Highway1DiscoveryRoute.com

Spring Campaign Digital Ads

- 1 In banner video digital ad
- 6 static banner ads
- 3 website banners for Highway1DiscoveryRoute.com

Video Series Creative Direction – Up to 4 Videos

- Primary Marks for Feature Videos
- Primary Scripting key messages
- Scheduling and administration

Video Series Episodes, Talent, Videography, Post Production & Distribution

Four, On the Road with Jo Feature Travel Videos (3-5 minutes)

- Family Reunion, Vacation Rental
- Getaway Winner Vacation Tour
- Picnic Paradise for Foodies
- Coastal Cowboys & Cowgirls

Animation & Additional Creative Projects

- Flash animation for campaigns
- Creative for web mobile apps or other requests

Projects, Promotions, Local Fund Programs

Itineraries, Tour Content Development & Execution

- Create local loop itineraries from local fund supplied list
- Post to local destination pages

Lodging Web/Mobile Merchandising Enhancement

- Coordinate 2 seasonal getaway giveaway contests

Local Road Trip Mapping

- Provide mobile interactivity to all local routes

Lodging Getaway Promos (2x \$5000)

- Coordinate 2 seasonal getaway giveaway contests with lodging, dining, activities

SAVOR Creative & Project Management

- Provide content creative and project management for SAVOR exhibits & marketing
- Produce 3 minute SAVOR hosted video with On the Road

Stewardship Travel Program

Campaign Development, Project Management

- Coordinate with STP director key messaging and program updates
- Execute CA EPA awards entry



Coastal Discovery & Stewardship Management

- Update campaign creative banners with new STP photography
- Coordinate promotion
- Post lodging specials and packages
- Edit video
- Ad placement



Marketing Budget

FY 2015/2016

Mental Marketing & TJA Advertising (CMF)	
Contracted Scope	
Fiscal Year July 2015 - June 2016	Budget
Program Strategy and Account Management	\$33,000
Board Meetings, Communications, Reports	\$18,000
Strategic Planning	\$15,000
Web/Mobile Management	\$44,000
Monthly SEO management, analytics, reporting	\$12,000
Content Updates and Link Building	\$20,000
Site Hosting, Security and Maintenance	\$12,000
Social Media	\$59,255
Social Media, Blogs, Video Blogs	\$51,255
Advertorial/Native Ad Creation & Mgmt	\$8,000
Enewsletters	\$18,000
Subscriber enews and VCB enews	\$18,000
Advertising and Marketing	\$90,000
Co Op Advertising & Event Videos	\$35,000
CAH1DR Map Reprints, Certified Folder	\$45,000
Meetings - Collaboration, Agency, VSLOC	\$10,000
Advertising Placement Expense	\$200,000
Fall Campaign Placement	\$83,000
CDSM Placement	\$10,000
Spring Campaign Placement	\$83,000
Monthly PPC/Retargeting	\$24,000
Public Relations	\$104,000
Outreach, Press Release + Intl	\$60,000
Journalist Hosting Hard Costs	\$18,000
Journalist Hosting Management	\$6,000
Guest Blog	\$8,000
Vertical Pitches	\$12,000
Creative Services & Toolkit	\$73,000
Fall Campaign Creative-Banner Ads	\$10,000
Spring Campaign Creative -Banner Ads	\$10,000
Video Series Script and Creative Direction	\$10,000
Video Series Videography, Talent, Props, Edit	\$25,000
Video Series Distribution	\$10,000
Animation and Additional Creative Services	\$8,000
Projects, Promotions, Local Fund Programs	\$40,745
Itineraries and Tour Content Development	\$7,000
Itineraries and Tours Web/Mobile Placement	\$3,000
Lodging Web/Mobile Merchandising Enhancement	\$4,000
Local Road Trip Mapping	\$7,000
2 Seasonal Getaway Giveaways	\$10,000
SAVOR 2016 Creative & Time	\$9,745
Stewardship Travel Program	\$17,000
Campaign Development, Project Management	\$7,000
Coastal Discovery & Stewardship MonthTime	\$10,000
Totals	\$679,000



Award Winning Highway 1 Discovery Route *Stewardship Traveler* Program An Ongoing, Successful, Newsworthy, and Sustainable Marketing Strategy

The Highway 1 Discovery Route's *Stewardship Traveler* Program (STP) was successfully launched in 2013. It continues to maintain promoting over 70 activities with 36 community partners (28 local non-profits, 8 businesses). The program is a key differentiating strategy that provides a unique platform to attract and retain visitors, and at the same time benefits our natural surroundings, historic assets, economy, and local communities.



The program inspires visitors and residents alike to deepen their SLO county experiences, learn more about their surroundings, and to help care for the region's natural and cultural heritage. The *Stewardship Travel* brand increases awareness while positioning the Highway 1 Discovery Route as a leader in tourism sustainability. Current and growing travel trends in hands-on eco-tourism, sustainable, green, volunteer, and geo-tourism provide additional support for the pursuit of this marketing strategy:

- A National Geographic study reports that out of 190 million U.S. travelers a year, 61% believe their experience is better when their destination preserves its natural, historic, and cultural sites. In addition, 41 percent of travelers say their vacation experience is better when they can see and do something authentic.
- "Tourist choices are increasingly influenced by sustainability considerations," states the World Tourism Organization's (UNWTO) 2012 Tourism in the Green Economy Report. Ecotourism, nature, heritage, cultural and "soft adventure" tourism are predicted to grow rapidly over the next two decades, and global spending on ecotourism is expected to increase at a higher rate than the tourism industry as a whole.
- In 2012, 35% of adults said they would like to try a holiday involving a volun-tourism component, and 6% said they had already done so, according to "What is the Size of the Volunteer Market?" 2013.

Program Benefits

STP Attracts and engages an emerging, high profile visitor who will help care for the region alongside locals.

- The menu of hands-on and contribution opportunities helps differentiates the Highway 1 Discovery Route brand and SLO County from other travel destination choices
- Delivers cost-effective media attention and high value content for all social media and online tactics
- Focuses on and builds off-season and extended stay opportunities throughout the 10 regions
- Effectively provides one path towards long term countywide economic and resource sustainability



Examples of High Value Stewardship Travel Activities

The activities ensure opportunities for learning, authentic connection, and public participation in clean-ups and restoration activities such as: beach, stream, lake, trail, meadow, campground, parks, and provides the visitor information on how and where to financially contribute to “make a difference” in the area that the visitor just enjoyed and connected with.

Opportunities examples include:

- Stolo Winery’s Stewardship & Historical Walks, Talks & Lunches
- Montaña de Oro State Park Trail Restoration Days: draw over 150 enthusiastic participants annually
- Avila Beach, Cayucos and Cambria Stewardship Clean-up Kit and Appreciation Tote: Over 1,000 tote bags distributed to local lodging properties for distribution
- Coastal Discovery Center Hands-On Citizen Science Outing in San Simeon Cove
- Weed Eradication and Native Plant Restoration at Fiscilini Ranch Preserve

Program Focus Areas and Updates Developed for 2015-16

Identified and refined the Stewardship Traveler strategic marketing approach into 3 prioritized and distinct times of year, focusing on “shoulder seasons”:

- Coastal Discovery and Stewardship – January/February
- “Celebrate Earth Day Along the Highway 1 Discovery Route” – April
- California Coastal Clean Up – September

2014-15 program focus/goals included;

- Maintain the ongoing stability of STP activities and assets
- Continue to maintain strong STP marketing and PR efforts
- Continue to deepen and integrate STP in regions
- Create more in-county awareness, education and promotion of STP
- Manage and support our strategic marketing partners effectively

Stewardship Traveler Strategic Results

The Program continues to more than exceed its goals laid out in its original 18 page 2-year plan of development and implementation. It continues to inspire fresh ideas and unprecedented positive countywide tourism collaboration and innovation.

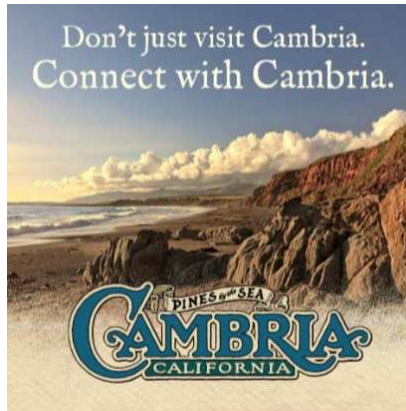
Key Results in Support of 2015 Program Focus/Goals:

- **Stewardship Travel was requested and honored** to provide the keynote topic for the Bay Area Travel Writers conference at Fisherman’s Warf in San Francisco. Articles generated.
- **Cambria was provided with its first Stewardship Travel public awareness community meeting** (April 27, 2015) to assist in partner education and reduce public conflict around tourism. Approx. 25 attendees. Outcomes were successfully met and included: Workshop participants are more familiar with Cambria’s new Stewardship Travel Program and the opportunities available for lodging property owners, businesses, non-profit organizations and residents. Workshop participants now more inspired to take part in affecting change in the process of tourism. Workshop participants know how get to involved at different levels. Workshop participants shared their own ideas. There was an important



shift from negative tourism attitudes from conservation non-profits and individuals to a more positive outlook.

- **A regional 2-year Stewardship Travel Strategic plan worksheet/template was created.** Cambria was assisted in using the template and in fleshing in out and finalizing their first 2-year STP plan. <http://visitcambriaca.com/attractions-california/stewardship-travel/>



- **New Stewardship Travel Regional Training program was designed** and 1st "Stewardship Travel Guest Services Workshop" implemented and well received in Avila Beach with Cambria, Cayucos, Oceano/Nipomo, and Avila Beach (follow up training) requesting workshops for 2016.



Training Outcomes Include:

- Front line employees can connect in a real way with visitors in a short amount of time
- Provide unique and compelling regional guest service information & activities
- Lengthen visitor stays with high investment activity choices
- Tap into new niche markets and retain existing guests
- Respond effectively to media interested in Stewardship Travel

Workshop "Value" Comments from 1st Avila Beach Workshop:

- "Educating front line staff to share about the program – (good idea)"
- "I valued learning that anyone and everyone can get involved, there is an activity for everyone"
- "Inspiring, to volunteer and get involved in their community"
- "Just learning about the program"
- "Providing something good for the guests (to do) as well as myself"



- “Enriching others about the program”
- “Seeing things in Avila they have not yet experience, motivated to go and explore their own area”
- “Having several examples of how to tell guests about the program”
- **New Highway 1 Discovery Route Whale Trail interpretive signage partnership formed** and sign project begun with <http://thewhaletrail.org/>



- **Plan created, researched, and 1st draft of the new “Highway 1 Discovery Route Wildlife Viewing & Stewardship Tips”** was developed.
- **Los Osos|Baywood created the new Earth Day Los Osos|Baywood Stewardship Traveler Weekend** with help from the ST Program event planning worksheet to launch in 2016



- **Integrated H1DR slides and contact information provided** in the ongoing Marine Protected Area’s public presentation slide shows.
- **Evolved the Stewardship Travel Program messaging for 2015-16** and beyond, based on research on effectiveness and to better integrate with other H1DR strategies and target markets.
- **Inspired (provided idea) and successfully assisted in the launch the 1st Annual Avila Beach Bird Sanctuary Day.**
- **Formed a new promotional alliance with SLO Region California State Parks** through lead interpreter. Created the STP and State Park Inventory. 19 STP activities on State Park lands.





- **The prestigious Visit California Poppy Award for 'Contribution to Community' was awarded to the H1DR** for its Stewardship Travel program. It was judged by its creativity in strategy and execution, achieving its program objectives, affecting positive change through sustainable practices, and infrastructure improvements and other contributions to the community.

Coastal Discovery and Stewardship Promotion (January 15 – February 29, 2016)

The 3rd annual Coastal Discovery and Stewardship Celebration purpose is to increase awareness and sustain visitation to our ten destinations during the slower occupancy period. The 7-week promotion combined Stewardship Travel activities, events and lodging specials. In preparation all necessary Stewardship Travel non-profit organizations and business partners were contacted to identify and update activity schedules.

- 33 activities and events took place throughout January and February, including events that were specifically created for this promotion, they included;
 - "Pelican Dreams" a free film at the Hearst Castle Theater with 420 attendees vs. 474 in 2015.
 - Stolo Family Winery and Abalone Tasting with 25 attendees vs. 30 in 2015
 - Paso BlendFest on the Coast with 409 tickets sold and 265 sold with 59 stays (72% out of area).
 - The Central Coast Aquarium Sharks After Dark with 73 attendees vs 56 in 2015
 - Avila Beach Bird Sanctuary Day with 55 attendees vs 37 in the 2015 event launch
 - The Huell Howser Nature Walk with 12 attendees (cancelled in 2015).
- We showed a growth in involvement with 16 lodging properties/management companies offering hotel packages (up from 12 in 2015).
- Constituent and partner outreach was achieved through lodging flyers, weekly e-blasts to all properties; site visits by Paso Wine personnel.
- Since there was a short-term decline in overall website traffic from previous year due to the URL change which deactivated the CoastalDiscoveryRoute.com site, we created a greater reliance on Facebook and Google re-marketing with positive results. We gained more precise targeting for our audience and visitors spent more than twice the time on the page.



5-Year Vision Summary

SLO Unincorporated County Tourism Business Improvement District (CBID)

Our vision provides a clear direction of what our organization looks, feels and acts like on December 31, 2020. To ensure the CBID evolves, we must agree on the direction we are going, and then manifest our vision. By creating a vivid mental picture, we will align our intentions and actions with our defined goals.

Collaborative Partnerships

As an organization, the CBID has excelled in collaborating and unifying without losing our local representation. It has made a noticeable positive impact on the SLO County economy evidenced by our thriving unincorporated communities, that are attracting a diverse group of tourists that come from further away, stay longer and return more often.

Awareness and Engagement

Increased awareness and identity of the unique offerings along our stretch of Highway 1 within SLO County, as visitors discover the rare combination of breathtaking coastal open spaces with activities, events, eateries, wineries, shops and places to stay. Our ten communities are no longer just a stopover between LA and San Francisco ~ they are now known as a "must see" destination.

We acknowledge the importance that an exceptional connection exists between the locals and the visitor as locals engage with tourists, and these visitors make a deeper connection to our people, land, wildlife, heritage, and culture while on vacation in our communities.

Economic Well-being

We have accomplished many milestones over the last 10 years of the CBID, and have gotten much better at leveraging where our money is being spent. When compared to the first 5 years, we have contributed to an above-average increase in Transient Occupancy Tax (TOT), which has allowed us additional flexibility to be more effective and efficient with the funding we receive. We have developed a model to track and measure the progress of the efforts of both the CBID Board and our 7 local fund boards. Furthermore, we have gained better visibility with locals on the positive economic impact the tourism business has made within their own communities.

Local Fund Evolution

We have created a strong foundation for management of the local fund areas, as we continue to support the needs of our diversified constituent base by nurturing an integrated, non-duplicative relationship with our local funds and their marketing partners. We have shared tools and programs with constituents, stakeholders and our local fund boards. This has increased constituent participation. Through the development of tracking methods, we now have proven data which allows us to know that we have created a higher perceived value of the contribution the CBID provides.

There have been many collaborative projects over the past several years where we have had the opportunity to partner with organizations that are heavily focused on tourism. There have been many successful projects, programs and events achieved through joint marketing efforts with the impact of the invested assessment funds being felt on a countywide level.



Mission, Vision & Core Values

Mission

The mission of the CBID is to promote the economic wellbeing of our constituents (motels, hotels, B&Bs and vacation rentals).

Vision

To develop and implement a Countywide tourism effort with the CBID taking a lead role with a focus on quality of purpose and a common goal ~ that all area stakeholders see their competition as those outside San Luis Obispo County and together we improve countywide occupancy levels.

Core Values

Economics

We will work with our constituents and our communities to forge long-term partnerships that foster strength and stability and provide economic benefit.

Life Quality

We Will Ensure An Ongoing Quality Of Life With Responsible Stewardship Of Human, Financial, And Natural Resources, With Our Eye On The Sustainability Of Our Purpose And Our Partnerships.

Openness & Transparency

We Embrace An Open Process That Encourages And Values Public Participation And Supports Complete Transparency In Our Work By Communicating Effectively With All Interested And Affected Individuals And Organizations.

Collaboration

We Are Committed To Work As A Team Beyond Organizational And Geographic Boundaries To Achieve Superior Results By Forming Corporate And Community Alliances, Not Just Marketing Partnerships.

Be Accountable & Accessible

We Will Hold Ourselves To The Highest Standards To Responsibly Manage Public Funds In Our Charge With Good Governance And Management, While Being Accountable To Our Goals, Each Other And Fiscally To All Constituents.

Innovate & Lead

We are professionals, and as such we will exemplify leadership focused on our strength of purpose and direction, and strive to provide the highest impact for our constituents through innovative ideas and creative executions.

Demand Integrity & Mutual Respect

In all our actions as the CBID Board and as individuals representing the CBID, we will be governed by high ethical standards and integrity, both financially and professionally, with honesty and mutual respect as our guide in every activity between ourselves and all our partners.



Administrator's Highlights for 2015

BID Infrastructure

- Ongoing contact & partnership with County Liaison, Nikki Schmidt
- Manage 2 contract staff (web content management and financial services)
- Manage and support 4 local fund administrators
- Administer CBID Advisory Board supporting 7 Board members from various regions
- Support 7 Local Fund Boards totaling 32 Board members throughout 10 CBID region
- Assisted with the implementation, and ultimate approval, of 338 local fund applications since the CBID inception, with 95 in 2015
- Administer 3 CBID sub-committees: Governance, Marketing and Collaboration
- Oversight of Stewardship Traveler Program with 70+ activities and 33 local no-profits

Collaborations

- Ongoing partnership with Visit SLO County including member on Marketing Committee
- Evolved relationships with several tourism stakeholders, including County Parks, Hearst Castle, State Parks, CA Welcome Center, Monterey Bay National Marine Sanctuary, The Whale Trail and Marine Protected Areas
- Attended CTTC Outlook Forum – won Poppy Award for our Stewardship program
- Attended VSLOC Tourism Exchange – won Tourism Environmental award for Stewardship
- Cal Poly RPTA Advisory Council member
- Participation at the Central Coast Tourism Council board meetings

Outreach: Constituents, Local Areas, Consumers

- Attend 8 monthly board meetings (CBID and local fund areas), plus applicable committee meetings
- Maintain adherence to County policy and ordinance parameters
- Support role at Local Fund Board meetings and provide guidance and insights for ongoing success
- Managed ongoing constituent communications

Web Development

- Launched newly developed brand Highway1DiscoveryRoute
- Managed over 2,700 pages of content
- Manage nearly 500 separate STAY profiles, providing ongoing updates and refinements
- Administrative management of content addition totaling 814 PLAY, 435 EAT, 500 STAY and 700+ EVENT profiles

Advertising/PR

- Managed Core Marketing Team and the implementation of 2 seasonal campaigns to improve occupancy in the off-season
- Oversight of Social Media assets, including Facebook, blog, You Tube, Instagram, Pinterest, Flickr and Twitter
- Created and published monthly e-newsletter; grew subscriber base to over 50,000
- Connected with visiting journalists

General Activities

- Ongoing CBID Advisory Board administration (7-member board): manage board agenda & publish minutes; manage financials; prepare & distribute Board packets
- Year End report preparation and submission



Local Fund Recap

The ordinance allows for 1% of the 2% BID Assessment to be attributed directly to the Local Fund region that created it. Following is a summary of each Local Fund, and the total projects completed. The funds approved reflected are as of March 2016.

Avila Beach – Avila Beach Tourism Alliance (ABTA)

Board Meeting: 2nd Wednesday of each month

Board Composition: 3 member board

	# of Projects	Amount Funded
Events	29	\$252,230
Beautification/Infrastructure	4	\$9,528
Marketing	17	\$464,175
Outreach/Administration	6	\$70,500
Total	56	\$796,433

Cambria - Cambria Tourism Board (CTB)

Board Meeting: 2nd Tuesday of each month

Board Composition: 5 member board; 4 committees (marketing, outreach, events & governance)

	# of Projects	Amount Funded
Events	38	\$202,297
Beautification/Infrastructure	19	\$95,879
Marketing	44	\$1,256,291
Outreach/Administration	8	\$215,300
Total	109	\$1,769,767

Cayucos – Visitor Alliance of Cayucos (VAC)

Board Meeting: 1st Monday of each month

Board Composition: 7 member board with 2 committees (marketing & events)

	# of Projects	Amount Funded
Events	17	\$85,098
Beautification/Infrastructure	5	\$14,850
Marketing	11	\$281,741
Outreach/Administration	10	\$88,900
Total	43	\$470,589

Los Osos|Baywood Park|Unicorporated Morro Bay – Visit Los Osos Baywood (VLOB)

Board Meeting: 4th Tuesday of each month

Board Composition: 5 member board with 1 committee (marketing)

	# of Projects	Amount Funded
Events	6	\$16,250
Beautification/Infrastructure	2	\$5,425
Marketing	13	\$66,710
Outreach/Administration	3	\$8,600
Total	24	\$96,985



Oceano|Nipomo – Visit Oceano Nipomo (VON)

Board Meeting: As-Needed

Board Composition: 4 member board with 1 committee (marketing)

	# of Projects	Amount Funded
Events	4	\$13,800
Beautification/Infrastructure	2	\$3,700
Marketing	7	\$43,050
Outreach/Administration	5	\$19,313
Total	18	\$79,863

Unincorporated San Luis Obispo|Unincorporated Arroyo Grande (EV/AGV)

Board Meeting: As-Needed

Board Composition: 5 member board with 1 committee (marketing)

	# of Projects	Amount Funded
Events	1	\$1,000
Beautification/Infrastructure	0	\$0
Marketing	10	\$21,765
Outreach/Administration	6	\$6,075
Total	17	\$28,840

San Simeon|Ragged Point – San Simeon Tourism Alliance (SSTA)

Board Meeting: 3rd Tuesday of each month

Board Composition: 3 member board

	# of Projects	Amount Funded
Events	17	\$95,836
Beautification/Infrastructure	8	\$37,197
Marketing	30	\$133,589
Outreach/Administration	5	\$149,775
Total	60	\$416,397



Local Fund Application Overview

In 2015, our 7 local fund board completed 95 projects/sponsorships with over \$1.4 million in funding. The projects below represent a sampling of the efforts led by local fund boards with applications funded directly from assessment monies that reside in each local fund budget.

	<u>Amount</u>	<u>Region</u>
<u>Events</u>		
RaceSLO GranFondo Sponsorship	\$ 27,500	Avila Beach
Chardonnay Symposium sponsorship	\$ 20,000	Avila Beach
Savor Adventure Tour Sponsorship	\$ 3,000	Avila Beach
Historical Society Cambria Sesquicentennial (150 th) Celebration	\$ 5,000	Cambria
Cow Parade Sponsorship	\$ 14,000	Cambria
Sea Glass 2016 Festival Sponsorship	\$ 8,000	Cayucos
Eroica Bike Ride Sponsorship	\$ 5,000	Cayucos
Pacific Coast Wine Trail Passport Weekend sponsorship	\$ 2,500	Cayucos
Nipomo Chamber Octoberfest Sponsorship	\$ 2,000	Oceano/Nipomo
Scarecrow Festival sponsorship	\$ 10,000	San Simeon
American Legion July 4 th Celebration	\$ 8,500	San Simeon
BlendFest on the Coast	\$ 7,500	San Simeon
<u>Beautification/Infrastructure</u>		
Airport Pole Banners	\$ 600	Avila Beach
Stewardship clean-up bags, training, & loop reprint	\$ 8,000	Cambria
Holiday in the Pines Tree Lights	\$ 3,156	Cambria
Beautify Cambria Trash Can Maintenance Grant	\$ 360	Cambria
Historic Cambria Sign Restoration	\$ 850	Cambria
Rotary Keep Cayucos Clean July 4 th	\$ 1,500	Cayucos
WhaleTrail.org Interpretative Sign	\$ 4,300	Cayucos
Celebrate Los Osos – Sign Restoration	\$ 2,350	Los Osos/Baywood
WhaleTrail.org Interpretative Sign	\$ 3,500	Oceano/Nipomo
FES Directional Highway Signage for Elephant Seal Viewing	\$ 1,947	San Simeon
PGE Engineering for Street Lighting	\$ 2,000	San Simeon



	<u>Amount</u>	<u>Region</u>
<u>Marketing</u>		
TJA Marketing and Media Plan 2016 2017 effective 5/1/16	\$ 169,600	Avila Beach
2015 Harvest Celebration giveaway	\$ 500	Avila Beach
Big Big SLO Live Entertainment content for APP	\$ 2,400	Cambria
Archer & Hound marketing contract	\$ 465,705	Cambria
Certified Folder Display Service contract renewal	\$ 825	Cambria
Verdin 2015 2016 Marketing contract	\$ 70,000	Cayucos
Webcam "skip ads" onto website	\$ 2,040	Cayucos
US Airways – September coop with WCC 1 page	\$ 3,700	Los Osos/Baywood
Scenic postcards for lodging to give to guests	\$ 300	Los Osos/Baywood
Offshore Theater web cam	\$ 360	Los Osos/Baywood
Big Big SLO Pocket Guide for Visitors	\$ 3,200	Los Osos/Baywood
Stewardship training	\$ 200	Oceano/Nipomo
Discovery Loop map printing	\$ 1,000	Oceano/Nipomo
FreshBuzz Annual Social Media marketing effort	\$ 6,500	Edna/AG Valleys
SLOChamber Visitor guide ad space and creative	\$ 1,500	Edna/AG Valleys
Riester Hosting and Website Analytics Reporting	\$ 1,980	San Simeon
Riester Highway 1 closure website notification	\$ 6,600	San Simeon



BID Assessment Collected in 2015

Represents the 2% collection ~ 1% of which goes to the CBID and 1% to the Local Area

	Avila Beach	AG/ SLO Uninc.	Cambria	Cayucos	Los Osos	Oceano/ Nipomo	San Simeon	Total
January	84,499	3,651	192,369	43,480	10,986	7,175	83,140	425,302
February	91,699	3,290	203,052	42,494	13,237	6,887	96,167	456,826
March	107,707	5,429	244,378	59,085	13,828	11,271	120,236	561,933
April	126,963	6,281	274,215	67,611	20,048	14,525	139,731	649,374
May	12,008	8,906	291,681	73,540	18,448	18,160	146,569	569,311
June	163,029	28,269	342,787	134,230	21,413	36,154	177,809	903,690
July	206,380	12,813	495,162	177,453	29,211	43,672	288,321	1,253,013
August	183,457	13,116	460,632	140,143	28,000	35,911	256,593	1,117,853
September	132,559	9,273	346,878	90,510	21,701	22,107	190,676	813,703
October	123,583	7,490	317,757	73,435	20,120	16,855	160,682	719,923
November	97,584	8,059	231,110	65,328	15,047	10,500	104,253	531,881
December	91,104	5,444	243,527	61,117	14,111	14,070	102,752	532,125
Total	1,420,571	112,023	3,643,548	1,028,426	226,150	237,289	1,866,929	8,534,934



Local Fund Financials (FY 2015 2016)

(as of March 2016)

	Avila Beach Local Fund	Cambria Local Fund	Cayucos Local Fund	Los Osos/MB Local Fund	Nipomo/Oceano Local Fund	SLO/AG Local Fund	San Simeon Local Fund	Total Local Fund
	21.70%	54.22%	15.45%	3.11%	3.71%	1.80%	27.15%	100.00%
Income								
BID Assessment Collection								
Local Fund	123,951.71	309,637.90	88,260.53	17,767.13	21,193.84	10,283.12	155,045.63	571,094.23
Total BID Assessment Collection	123,951.71	309,637.90	88,260.53	17,767.13	21,193.84	10,283.12	155,045.63	571,094.23
Total Income	123,951.71	309,637.90	88,260.53	17,767.13	21,193.84	10,283.12	155,045.63	571,094.23
Gross Profit	123,951.71	309,637.90	88,260.53	17,767.13	21,193.84	10,283.12	155,045.63	571,094.23
Expense								
Administration								
Administrator - General Fund	9,004.57	22,345.64	6,149.71	1,243.11	1,439.12	715.46	10,884.16	40,897.61
Administrator - Local Fund	12,543.78	31,500.00	1,493.75	1,150.75	5,843.75	536.25	0.00	53,068.28
District Administration Fees	2,479.03	6,192.78	1,765.22	355.35	423.90	205.66	3,100.91	11,421.94
Mileage	0.00	136.85	0.00	0.00	147.37	0.00	0.00	284.22
Supplies	459.98	230.74	131.72	0.00	338.70	0.00	0.00	1,161.14
Telecommunications	180.00	240.00	0.00	0.00	0.00	0.00	0.00	420.00
Total Administration	24,667.36	60,646.01	9,540.40	2,749.21	8,192.84	1,457.37	13,985.07	107,253.19
Marketing/Advertising								
Collateral / Brochure	624.75	285.00	437.64	0.00	0.00	0.00	2,517.49	1,347.39
Co-Op	22,950.00	11,005.34	0.00	0.00	0.00	0.00	0.00	33,955.34
Creative Development	0.00	0.00	0.00	0.00	0.00	500.00	0.00	500.00
Media - Spring Season	0.00	51,691.44	0.00	0.00	0.00	0.00	0.00	51,691.44
Print	0.00	0.00	0.00	0.00	0.00	300.00	0.00	300.00
Marketing/Advertising - Other	0.00	0.00	505.95	0.00	0.00	0.00	0.00	505.95
Total Marketing/Advertising	23,574.75	62,981.78	943.59	0.00	0.00	800.00	2,517.49	88,300.12

[illegible]

				Avila Beach	Cambria	Cayucos	Los Osos/MB	Nipomo/Oceano	SLO/AG	San Simeon	Total
				Local Fund	Local Fund	Local Fund	Local Fund	Local Fund	Local Fund	Local Fund	Local Fund
				Social Media							
				Contests	15.00	20,000.00	0.00	0.00	0.00	0.00	20,015.00
				Facebook, Blogging, etc.	13,500.00	69,291.34	0.00	0.00	0.00	0.00	85,291.34
				Monthly E-Newsletter	0.00	3,660.00	0.00	0.00	0.00	0.00	3,660.00
				Total Social Media	13,515.00	92,951.34	0.00	0.00	0.00	0.00	108,966.34
				Stewardship/Sustainability							
				Miscellaneous	498.68	0.00	0.00	0.00	0.00	0.00	498.68
				Total Stewardship/Sustainability	498.68	0.00	0.00	0.00	0.00	0.00	498.68
				Tourism Infrastructure	3,075.00	-790.00	23,075.00	3,075.00	3,075.00	0.00	61,714.50
				Web Development							
				Booking Agent	0.00	6,000.00	0.00	0.00	0.00	0.00	6,000.00
				Content Management	19,425.00	0.00	0.00	0.00	0.00	0.00	19,615.00
				CycleCentralCoast	0.00	6,635.00	0.00	0.00	0.00	0.00	6,635.00
				H1 Alert	0.00	0.00	0.00	0.00	0.00	6,430.84	0.00
				Hosting & Maintenance	0.00	60.00	0.00	0.00	0.00	1,920.00	60.00
				Live Cam	0.00	6,000.00	3,060.00	270.00	0.00	0.00	9,330.00
				Optimization & Enhancements	0.00	8,900.00	0.00	0.00	0.00	0.00	8,900.00
				SEO/Content/Links	0.00	40,084.00	0.00	0.00	0.00	0.00	40,084.00
				Web Development - Other	0.00	0.00	53,782.08	0.00	0.00	3,052.00	53,782.08
				Total Web Development	19,425.00	67,679.00	56,842.08	270.00	0.00	11,402.84	144,406.08
				Encumbrances							
				Event Focus/Matching Funds	0.00	-5,000.00	0.00	0.00	0.00	0.00	-5,000.00
				SAVOR 2015	0.00	283.15	0.00	0.00	0.00	0.00	283.15
				Total Encumbrances	0.00	-4,716.85	0.00	0.00	0.00	0.00	-4,716.85
				Total Expense	131,785.89	380,522.92	115,151.07	14,190.21	13,267.84	8,697.37	663,615.30
				Net Income	-7,834.18	-70,885.02	-26,890.54	3,576.92	7,926.00	1,585.75	-92,521.07
				Carry forward	\$ 204,274.28	\$ 383,557.01	\$ 151,993.19	\$ 23,628.60	\$ 28,066.94	\$ 14,741.29	\$ 499,991.90



General Fund Budget & Expenses Recap - FY 2015|2016 (as of March 2016)

Note: A 2% assessment creates the overall fund. The financials below reflects the General Fund, which represents 1% of the 2% collected. The remaining 1% collected is being allocated directly in to the Local Area Funds. The Local Area Fund is responsible for 50% of the Administration expenses incurred, which is divided among each local area depending on their percentage of contribution to the overall fund.

		Jul '15 - Mar '16	Budget	\$ Over Budget	% of Budget
Income					
	BID Assessment Collection				
	General Fund	726,139.96	889,567.00	-163,427.04	81.63%
	Total BID Assessment Collection	726,139.96	889,567.00	-163,427.04	81.63%
	Carryforward	292,397.74	292,397.74	0.00	100.0%
	Total Income	1,018,537.70	1,181,964.74	-163,427.04	86.17%
	Gross Profit	1,018,537.70	1,181,964.74	-163,427.04	86.17%
Expense					
	Administration				
	Administration - Fin. Support	4,875.00	7,200.00	-2,325.00	67.71%
	Administrator - General Fund	42,223.22	73,500.00	-31,276.78	57.45%
	District Administration Fees	14,522.76	17,455.00	-2,932.24	83.2%
	Events	45.00			
	Meals	72.74			
	Mileage	3,589.47			
	Supplies	682.00			
	Telecommunications	2,340.47			
	Travel	1,342.86			
	Total Administration	69,693.52	98,155.00	-28,461.48	71.0%
	Marketing/Advertising				
	Collateral / Brochure	27,770.82	45,000.00	-17,229.18	61.71%
	Co-Op	16,182.54	45,000.00	-28,817.46	35.96%
	Creative Development	43,168.70	73,000.00	-29,831.30	59.14%
	Media				
	CDSM Campaign	5,706.00	10,000.00	-4,294.00	57.06%
	Ordinance Renewal	0.00	1,200.00	-1,200.00	0.0%
	PPC/Retargeting	16,000.00	24,000.00	-8,000.00	66.67%
	Shoulder Season	78,636.81	83,000.00	-4,363.19	94.74%
	Spring Season	0.00	83,000.00	-83,000.00	0.0%
	Total Media	100,342.81	201,200.00	-100,857.19	49.87%
	Total Marketing/Advertising	187,464.87	364,200.00	-176,735.13	51.47%
	Memberships/Sponsorships				
	Memberships				
	CCTC	1,050.00			
	Chamber	200.00			
	Total Memberships	1,250.00	0.00	1,250.00	100.0%
	Sponsorships / Events				
	Event Focus/Matching Funds	25,000.00	50,000.00	-25,000.00	50.0%
	SAVOR	0.00	60,000.00	-60,000.00	0.0%
	VSLOC	38,274.10	45,000.00	-6,725.90	85.05%
	Total Sponsorships / Events	63,274.10	155,000.00	-91,725.90	40.82%
	Total Memberships/Sponsorships	64,524.10	155,000.00	-90,475.90	41.63%



		Jul '15 - Mar '16	Budget	\$ Over Budget	% of Budget
	Project Management				
	2015/2016 Planning	62.50	15,000.00	-14,937.50	0.42%
	Project Management - Other	12,000.00	18,000.00	-6,000.00	66.67%
	Total Project Management	12,062.50	33,000.00	-20,937.50	36.55%
	Promotions				
	SAVOR 2016	0.00	9,745.00	-9,745.00	0.0%
	Promotions - Other	11,452.57	31,000.00	-19,547.43	36.94%
	Total Promotions	11,452.57	40,745.00	-29,292.43	28.11%
	Public Relations				
	Individual FAM Trips	16,000.00	24,000.00	-8,000.00	66.67%
	Public Relations - Other	55,919.67	80,000.00	-24,080.33	69.9%
	Total Public Relations	71,919.67	104,000.00	-32,080.33	69.15%
	Social Media				
	Facebook, Blogging, etc.	31,084.93	51,255.00	-20,170.07	60.65%
	Monthly E-Newsletter	4,986.11	18,000.00	-13,013.89	27.7%
	Native Ads	0.00	8,000.00	-8,000.00	0.0%
	Total Social Media	36,071.04	77,255.00	-41,183.96	46.69%
	Stewardship/Sustainability				
	Positive Futures Expenses	322.00			
	CMT	5,377.58	7,000.00	-1,622.42	76.82%
	Coastal Discovery	8,710.12	10,000.00	-1,289.88	87.1%
	Miscellaneous	4,753.80	5,000.00	-246.20	95.08%
	Positive Futures	18,750.00	25,000.00	-6,250.00	75.0%
	Total Stewardship/Sustainability	37,913.50	47,000.00	-9,086.50	80.67%
	Web Development				
	Content Management	8,316.00	13,300.00	-4,984.00	62.53%
	Hosting & Maintenance	7,202.48	12,000.00	-4,797.52	60.02%
	SEO/Content/Links	25,845.36	32,000.00	-6,154.64	80.77%
	Total Web Development	41,363.84	57,300.00	-15,936.16	72.19%
	Encumbrances				
	Event Focus/Matching Funds	2,500.50	2,500.50	0.00	100.0%
	SAVOR 2015	21,329.42	21,329.42	0.00	100.0%
	Total Encumbrances	23,829.92	23,829.92	0.00	100.0%
	Contingency				
	Board Retreat	4,500.00	4,500.00	0.00	100.0%
	Chardonnay Symposium Getaway	0.00	3,500.00	-3,500.00	0.0%
	Chardonnay Symposium Marketing	10,000.00	10,000.00	0.00	100.0%
	El Nino Strategy	3,650.75	5,000.00	-1,349.25	73.02%
	Multi-gen Photo Shoot	5,000.00	5,000.00	0.00	100.0%
	Whale Tail Template	1,000.00	1,000.00	0.00	100.0%
	Contingency - Other	0.00	152,479.82	-152,479.82	0.0%
	Total Contingency	24,150.75	181,479.82	-157,329.07	13.31%
	Total Expense	580,446.28	1,181,964.74	-601,518.46	49.11%
	Net Income	438,091.42	0.00	438,091.42	100.0%



General Fund Budget DRAFT FY 2016|2017 (created 4/14/16)

Presented below is the draft budget for the CBID for FY 2016 2017 as of March 2016.

Please keep in mind that this represents 1% of the 2% collection amount, as the other 1% is attributed to the local funds.

Projected Income for 2016 2017

Anticipated Contingency Carry forward & Unspent Budget Items	\$213,400
2015 2016 Actual Assessment Collections (thru March)	\$726,140
2015 2016 Projected Assessment Collections (April – June 2016)	\$200,000
Anticipated 5% Increase in Collections	\$0
2016 2017 Projected Collections	\$925,000
Total Projected Collections Contingency Carry Forward & Unspent Budget Items	\$1,138,400

Anticipated Expense Budget for 2016 2017

Core Marketing Team (CMT)	\$679,000
Additional Programs with CMT	\$130,000
Includes +\$20,000 for co-op	
Includes +\$110,000 for out of area marketing	

Stewardship	\$30,000
STP Subcategory: Positive Futures \$25,000	
STP Subcategory: Miscellaneous \$5,000	

Visit SLO County Collaboration/Co-op	\$75,000
Certified Folder Distribution	\$30,000
KPI Measurement Tools and Research	\$16,000

Ordinance Renewal Ad	\$1,200
Sub Totals:	84.0% \$961,200

Administration

General Administration & Expenses	\$73,500
County Administration	\$18,500
Admin Support - content and financials	\$25,200
Administration Totals:	10.6% \$117,200

Total:	\$1,078.400
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Contingency	5.4% \$ 60,000
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Grand Total	\$1,138.400
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